



## **ALL CHILDREN ACHIEVE COMMITTEE**

### **Executive Summary August 12, 2004**

The meeting was convened at 1:35 p.m.

**a. Presentation First 5 Programs (First 5 Santa Clara County)**

**Upon motion of Councilmember Gregory, seconded by Vice Mayor Dando, the Committee accepted the report.**

**b. Report on Blueprint for Bridging the Digital Divide for FY 2003-04 Action Plan (Parks, Recreation and Neighborhood Services) (*Deferred from June 10, 2004*)**

**Upon motion of Councilmember Gregory, seconded by Vice-Chair Chirco, the Committee accepted the report.**

**c. Report on High School Program Initiatives (*Verbal Update*) (Parks, Recreation and Neighborhood Services/Mayor's Office)**

**Upon motion of Vice-Chair Chirco, seconded by Councilmember Gregory, the Committee accepted the report.**

**d. San José BEST Cycle XIII Mid-Year Evaluation Report and BEST Cycle XIV Report (Parks, Recreation and Neighborhood Services) (*Request deferral to September 9*)**

**This item has been deferred to the September 9 meeting.**

**e. Oral Petitions**

**f. Adjournment**

The meeting was adjourned at 2:45p.m.

A handwritten signature in black ink, appearing to read "Ken Yeager".

**Ken Yeager, Chair  
All Children Achieve Committee**



## **ALL CHILDREN ACHIEVE COMMITTEE**

### **Meeting Report August 12, 2004**

- PRESENT:** Chair Ken Yeager, Vice-Chair Judy Chirco, Vice Mayor Pat Dando and Councilmember Terry Gregory
- STAFF:** Ed Shikada, Barbara Jordan, Avo Makdessian, Sara Hensley, Maria Hurtado, Angel Rios, Marina Kipnis, Dave Peyton, Julia Chih, Stephanie Jayne, Jane Light, Gordon Yusko, Deborah Simon, Debbie Erwin, Megan Doyle, Diane Miller, Trang Nguyen, Felicia Finney, Kelly Shu
- GUESTS** Frederick Ferrer, Barbara Bernard, Daniel Tran

The meeting was convened at 1:35 p.m.

a. **Presentation First 5 Programs (First 5 Santa Clara County)**

Frederick Ferrer, Commission Chair of First 5 of Santa Clara County, gave the presentation. The following are highlights of his presentation.

First 5 is funded by Proposition 10, which is the Children's and Families First Act initiated by voters in 1998. First 5 receives \$23 Million annually, and these funds are used to support and advocate for early childhood development programs and initiatives for children ages 0-5 and their families. The focus areas of First 5 are health care, family support, neighborhood/community involvement and early care and education.

The agency's current efforts in San José are under two initiatives: Under the Early Learning Initiative, First 5 serves three school districts in San José – Alum Rock Elementary, Franklin McKinley, and San José Unified. These districts were chosen because they have the lowest API scores in the county. Programs and services incorporated into the three school districts were designed through the actual community engagement processes, by focus groups, parent groups, community-based organizations, and members of the school districts. Under the Regional Partnerships Initiative, three communities in San José have also formed community-driven partnerships with First 5.

In May 2004, the First 5 Commission approved a Community Investment Plan that put together First 5 initiatives under two major strategies: high risk strategy where First 5 is looking at children most vulnerable in our community, and community engagement and education where they try to get the message out about the important of the early years to the Santa Clara community. The high risk strategies include among others, the Children's Health Initiative, Preschool for All, Family Court Initiative, Regional Partnerships Initiative, and others. The Community Engagement and Education strategies include First 5's partnership with the Children's Discovery Museum, CARES, Integrated Marketing Communications strategies, and others.

Councilmember Gregory commended First 5 on the work they do, especially in collaboration with Franklin McKinley Education Foundation in his Council district. Vice-Chair Chirco also commended Mr. Ferrer on the work and accomplishments of First 5.

Vice Chair Chirco asked if there is a difference in the needs of the different regions throughout the County. Mr. Ferrer replied that the difference is in the priorities, rather than in the needs. He cited the example of the Cupertino area – that there is a strong priority around children with special needs, so playgroups, respite care, and playgrounds are designed specifically for the children. He also added that in Gilroy, they have the adult academy for parents with a more academic learning environment for families, and with parents and children going to school. In all areas, the communities came together and specified their priorities.

Chair Yeager asked about the interaction between First 5 and the City's Parks, Recreation and Neighborhood Services Department. Mr. Ferrer stated that there has been an ongoing partnership with the City from the beginning. City staff has been engaged in community meetings, and in working with school districts. The Smart Start model has been engaged and is part of the partnership to avoid duplication of services.

Mr. Ferrer added that the challenge would always be resources. The City does not have the resources in providing dollars, so First 5 is also looking for other resources to come to the table.

Upon motion of Councilmember Gregory, seconded by Vice Mayor Dando, the Committee accepted the report.

- b. Report on Blueprint for Bridging the Digital Divide for FY 2003-04 Action Plan (Parks, Recreation and Neighborhood Services) (*Deferred from June 10, 2004*)

Maria Hurtado, Deputy Director, Parks, Recreation and Neighborhood Services, gave a brief overview of the Blueprint, including the five strategic goals.

The highlight of Maria's report focused on the successful implementation of the Blueprint through San José Afterschool, Department Grant programs, and the San José Smart Start.

The restructure of the Levels I, II and III afterschool programs has allowed staff to prevent fragmentation of services and create a more cohesive way of service delivery. The After school program has built into their programs the developmental assets which focus on: 1) Youth are a resource; 2) Adults are role models and have an impact on how they relate to youth; 3) Homework is essential to create greater academic success in the school system; and 4) Reading for pleasure.

The Grants Unit of PRNS, which handles Healthy Neighborhoods and Venture Fund and San José funding, has just recently become intentional with their contracting process in working with agencies to ensure they state in their applications how they are going to help implement the different goals in the Blueprint.

San José Smart Start has been successful in creating success in school readiness in children between 0-5 years of age. The 13 smart start centers have been successful and to date, the City has created over 1,400 new childcare slots, which also contribute to the goals of the Blueprint.

For their next steps, Maria stated they would like to be more intentional in implementing the developmental assets in the rest of the programs, particularly in the teen centers and the STAND program. They want to create higher standards at the center programs and increase staff capacity in terms of them understanding how these developmental assets are important in service delivery. The Community Intervention Strategies are also going to help further implement the Blueprint goals. Staff will work on a safety community protocol. Maria also briefly stated that the City is receiving some technical assistance from the National League of Cities in terms of working with disconnected youth.

PRNS will also develop an oversight body and connect it to the CSA outcome teams so that they can bring departments together and be more intentional about more strategic implementation. This body, in coordination with the Youth Commission, will serve as a steering committee that will guide the implementation of the Blueprint goals and objectives on a Citywide basis.

Vice Chair Chirco asked how different how an oversight body was convened in the past. Angel responded that in the past, the focus was on inventorying – just getting a handle on what they offered. Now, they want to take it up to the next level, beyond inventorying, and will now be more intentional in how to operationalize excesses. The difference will be how to put the plan into action versus inventorying in the past.

Vice Chair Chirco stated that to get data on populations served with the various programs, staff should get the cost per student or per hour. She added that the Blueprint is the best model for finding out how we spend our money. Maria replied that the San José BEST

annual evaluation focuses on cost per unit, cost per staff and the percentages of how we allocate our funds in prevention or intervention.

Councilmember Gregory asked what the involvement of the Youth Commission would be with the oversight body. Angel Rios responded that they would want the Youth Commission to play a very significant role in terms of how they can operationalize the Blueprint, what they should be funding, type of programs should be offered at centers. He said they would want their perspective to be a meaningful one. They are looking at the Chair and Vice Chair to be active members of the oversight body. In addition, Angel stated that the subject of the oversight body would be incorporated in the Youth Commission's agenda as a standing item.

Councilmember Gregory also asked about the status of the restructuring of the Mayor's Gang Task Force. Angel stated that the restructuring would start at the Policy Team level. The Policy Team, back in June, voted to take a new and more focused direction, which places more emphasis on an intervention strategy that includes early intervention, intervention and after care. The Policy Team has directed the Mayor's Gang Task Force to reconvene and set themselves up accordingly. The existing Technical Team has been dismantled, and a retreat has been scheduled for October where in members restructure in a way that would the end result would produce an "acid-based" intervention strategy – meaning, how do we make sure that we incorporate this development of framework into the intervention programs that we operate. The MGTf will report back to the Policy Team in November with an action plan.

Councilmember Gregory also asked what schools participated in the pilot called "School Community Innovation and Cooperation Program"? Angel mentioned Washington Elementary, Foothill Intermediate and Olinder School.

Upon motion of Councilmember Gregory, seconded by Vice-Chair Chirco, the Committee accepted the report.

- c. Report on High School Program Initiatives (*Verbal Update*) (Parks, Recreation and Neighborhood Services/Mayor's Office)

Avo Makdessian, Mayor's Office, presented the report.

The Mayor's Office, in coordination with the Department of Parks, Recreation and Neighborhood Services, applied for a grant that focuses on high schools and how to create strategic plans on how to attack high school challenges with the goal of increasing graduation rates and decreasing drop-out rates. One of the reasons the City applied for this grant is that in the last couple of years, the dropout rates have gone up and of the 40,000 students among the three school districts, there has been an average of 1,000 students dropping out of school. In terms of percentages, the average in San José is 7-8% of youth entering high school will eventually drop out. In other bigger cities, it is more like 25 to

30% dropping out. Graduation rate among seniors is also staggering – about 1,500 enter senior class with good standing but do not end up graduating with their peers as seniors. The rest of the County has a drop out rate of 6.4%, but San José is still below the State, which is 13%.

The focus of the grant is going to be weaved into the Blueprint master plan. Avo stated that to get high school issues on the table, staff has pulled together a group of stakeholders from around the City. This group includes representatives from the three school districts – Eastside High School, San José Unified and Campbell – along with MetroEd, community groups like PACT, parent groups like the Eastside San José Parent Safety Council, Santa Clara County of Education, the Silicon Valley Manufacturing Group, and San José State University. A meeting in early June was held and members brainstormed on all the challenges that are affecting high school youth. Some of these were after school programs, attracting quality teachers, tracking high school students and helping school districts figure out where they are going when not in school, and getting that information out to youth.

There will be another meeting at the end of this month, and stakeholders will discuss how to tackle these challenges, what tools are available and needed, and outcomes. Avo added that by the end of this year, they are hoping to have a plan in place that they can present to this Committee for approval before going to Council.

This is a partnership with the National League of Cities. NLC brings national expertise and provides connection to foundations and other granting agencies where the City can get funding from to implement a strategy like this. It also gives the City a third-party perspective on doing something this big.

Avo stated that the length of this grant is for two years, and there is no funding attached to it – it is purely technical assistance. NLC will come out to do site visits, give us best practices information, have national experts come out to act as catalysts and connect to agencies like the Gates Foundation so the City can apply for a grant.

The Mayor's Office and the Department of Parks, Recreation and Neighborhood Services are coordinating this project. Avo added that the grant was awarded to the City in late May but did not get started until June in terms of meetings. NLC awarded the grant to five cities across the country. The other four cities are Providence, RI, Hartford, CT, Corpus Christi, TX, and Phoenix, AZ. He also added that the three schools participated in the preparation of the grant by sending letters of support.

Avo also mentioned that ACA would be kept up to date of the progress of this project.

Upon motion of Vice-Chair Chirco, seconded by Councilmember Gregory, the Committee accepted the report.

- d. San José BEST Cycle XIII Mid-Year Evaluation Report and BEST Cycle XIV Report (Parks, Recreation and Neighborhood Services) *(Request deferral to September 9)*

**This item has been deferred to the September 9 meeting.**

- e. Oral Petitions

- f. Adjournment

The meeting was adjourned at 2:45p.m.



Ken Yeager, Chair  
All Children Achieve Committee